

# ENCOURAGING SUSTAINABLE ECONOMIC GROWTH CORPORATE TRANSFORMATION PROGRAMME

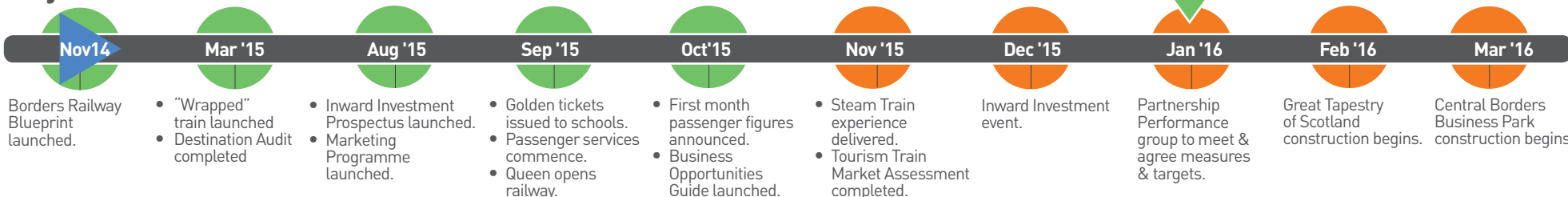
## BORDERS RAILWAY

By working with a range of partners, including Scottish Government and Scottish Enterprise, we will deliver actions to maximise the full economic and social benefits.

## Benefits

- Population growth
- More jobs
- Inward investment
- Safer travel
- Tourism growth
- Improved perceptions of area

## Key Milestones



## Our Performance

### Passenger numbers

**126,000** For Sep 2015  
**647,000** Annual Target

### SB Household Survey 2015

**97%** of Borders residents were aware of the opening (100% Eildon, 92% Berwickshire)

% of respondents who are very or fairly likely to use train for:

- 41%** Holiday or day trip
- 28%** Shopping
- 28%** Other recreational activities
- 20%** To visit friends and family
- 5%** In course of work

## Media Coverage

VisitScotland worked with ScotRail to deliver a Borders Railway **Media Day** on 4th Sep to showcase tourism and investment opportunities. This was a major 'team Borders Railway' effort with teams from the Scottish Enterprise, Scottish Government, Transport Scotland, ScotRail, local councils and Destination Marketing Organisations (DMOs) helping to create a strong story for Scotland and the UK.

- 93 media hosted on the day
- 273 pieces of coverage
- 70 UK national press stories
- Total audience reach of **51 million**
- #MyBordersRailway trending on UK Twitter with potential audience reach of **29 million**

## Programme highlights

A new **Inward Investment Prospectus** and promotional film has been developed to provide a wealth of information for potential investors around availability of land, grants, support etc. as well as information about living, learning and working along the route of the Borders Railway.  
<http://bordersrailwayprospectus.com/>

A new **Visitor Marketing Programme** has been developed by VisitScotland to promote the Borders Railway and Edinburgh-Midlothian- Borders destination to Scotland, UK and International markets.

This includes radio, outdoor and digital campaigns.  
<http://visitscotland.com/bordersrailway>

